

March 17

**10. Building Sound Customer Relations**

Determination of standards; how to achieve established goals; the customer as the focal point in all business activities and the key to a successful future.

LECTURER: M. J. McHenry, Director of Consumer Services, Hydro Electric Power Commission of Ontario.

*Application forms*

*may be obtained from*

*THE DIRECTOR,  
University Extension,  
Simcoe Hall,*

**UNIVERSITY OF TORONTO**

*Phone Midway 6611,  
Locals 18, 21, 22, 23.*



**UNIVERSITY OF TORONTO**

**UNIVERSITY EXTENSION**

**evening classes**

**SPRING SESSION 1952-1953**

**course in**

**BUSINESS MANAGEMENT**

*for the*

**ELECTRICAL CONTRACTOR**

*sponsored by the*

**ELECTRIC SERVICE LEAGUE OF ONTARIO**

*and the*

**ELECTRICAL CONTRACTORS' ASSOCIATION OF ONTARIO**

**LIFELONG LEARNING**

**BUSINESS MANAGEMENT**  
for the  
**ELECTRICAL CONTRACTOR**

TEN LECTURES

TUESDAY EVENINGS

Each of the ten lectures in the Course in Business Management for Electrical Contractors will attempt to answer problems which confront the small or medium-sized contractor in establishing and operating his business.

While some of the lectures will touch on the theoretical side of management, the majority will deal with factual material in a practical manner.

The lecturers are men of ability and experience who have gained wide recognition in handling successfully problems in management, electrical contracting, and other branches of the electrical industry.

The Course is sponsored by the Electric Service League of Ontario and the Electrical Contractors' Association of Ontario.

**COURSE DIRECTOR:**

David S. Catton, Manager,  
Canadian Adequate Wiring Bureau.

**PLACE:** Room 254, Mechanical Building

**TIME:** Tuesdays, 8 p.m. commencing January 13th.

**FEES:** \$10.00

**REGISTRATION:**

By mail or in person at Room 232, Simcoe Hall (second floor) daily from 9 a.m. to 5 p.m. except Saturdays. You are encouraged to enrol by Wednesday, January 7th.

**LECTURES:**

*January 13*

1. Some Management problems of the small and medium sized business.  
A general review of the responsibilities of the owner-manager; the necessity for coordinated action; establishing business policies and an effective organization.

**LECTURER:** Professor S. C. Hennessy, Institute of Business Administration, University of Toronto.

*January 20*

2. Internal Organization for effective control.  
Allocation of responsibilities; the use of business forms as a tool of management; establishment of procedures to smooth out work flow and to control expenses.

**LECTURER:** Professor S. C. Hennessy.

*January 27*

3. Accounting and the keeping of other records.  
The need for adequate and accurate financial records; the organization of suitable routines; the use and value of accounting and statistical data; handling credit; budgeting; taxation.

**LECTURER:** Professor S. C. Hennessy.

*February 3*

4. Estimating for the Electrical Contractor (Part 1)  
The importance of careful estimating; the use of past experience; sources of useful data; methods; pricing policies.

**LECTURER:** Clarence W. Dent, Supervisor and Engineer, Roxborough Electric, Ltd.

*February 10*

5. Estimating for the Electrical Contractor (Part 2—Panel Discussion)  
Preparation of estimate for a specific job; various kinds of estimating which the contractor is required

to know; estimating according to job size as a controlling factor in the growth of a company.

**PANEL:** George W. Patterson, President, Patterson Electric (Ontario) Ltd., Patterson Electric (Eastern) Ltd.

Gordon Brown, Owner-Manager, Brown Electric, Ltd., Oakville, Ont.

Clarence W. Dent, Supervisor and Engineer, Roxborough Electric, Ltd.

*February 17*

6. Purchasing Electrical Supplies

Sources of information; establishing requirements; determination of best sources of supply; order procedures; inventory control; speculative purchasing.

**LECTURER:** J. Heber Rogers, Supply Sales Manager, Ellis and Howard Ltd., Toronto.

*February 24*

7. Human Relations in Business

Cooperation; manager-employee relationships; the achievement of maximum productivity; the importance of effective communication; leadership in business.

**LECTURER:** R. Joyner, M.A., Lecturer, Department of Psychology, University of Toronto.

*March 3*

8. Psychology in Business Management

Some principles of human behaviour in connection with the selection of staff, and in relationships between the buyer and the seller.

**LECTURER:** Professor J. C. Sawatsky, Institute of Business Administration, University of Toronto.

*March 10*

9. Advertising and Sales Promotion

Objectives; present policies and methods; the experience of others as a guide to the future; cooperative advertising programs; market and marketing research; making maximum use of the advertising dollar; how to utilize the advertising of manufacturers and utilities and to gain maximum value from the promotional programs of electric service leagues.

**LECTURER:** V. O. Marquez, Manager, Public Relations Department, Northern Electric Company, Ltd.

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